



## CHANGE FOR THE BETTER WITH ENERGY STAR

Products that earn the ENERGY STAR® prevent greenhouse gas emissions by meeting strict energy efficiency guidelines set by the U.S. Environmental Protection Agency and the U.S. Department of Energy.  
[www.energystar.gov](http://www.energystar.gov)

### ENERGY STAR® Qualified Ceiling Fans and Light Kits: *How to Promote Products AND Energy Efficiency*

#### What is ENERGY STAR?

ENERGY STAR is the government-backed symbol for energy-efficiency. It identifies products, including residential light fixtures, in more than 40 different categories, that use less energy without sacrificing performance or quality. ENERGY STAR qualified products are an easy, convenient solution to energy and cost concerns.

ENERGY STAR qualified products:

- Save energy
- Reduce pollution
- Save money

#### What qualifies a ceiling fan for the ENERGY STAR?

Products that earn the ENERGY STAR prevent greenhouse gas emissions by meeting strict energy efficiency guidelines set by the U.S. Environmental Protection Agency (U.S. EPA) and the U.S. Department of Energy (U.S. DOE).

ENERGY STAR qualified ceiling fans save energy by incorporating energy-efficient motors with improved blade design. Qualified fans move air **15-20% more efficiently** than conventional ceiling fans.

ENERGY STAR qualified light kits save energy by using high quality, long lasting, energy-efficient pin-based fluorescent bulbs. Most light kits can be used with any ENERGY STAR qualified fan.

Qualified models **use two-thirds less energy than standard incandescent fixtures** because these models produce

**[Manufacturers to insert photo of their ceiling fan here]**



**(include model name or number)**

more lumens per watt and generate about 70% less heat. Pair a qualified light kit with a qualified ceiling fan model **and the savings increase to as much as 50%** compared to standard incandescent fan/light combinations.

#### Why sell ENERGY STAR qualified ceiling fans?

They are **Quality Products**: ENERGY STAR qualified ceiling fans come with a minimum 30-year motor warranty and some models offer lifetime. Ceiling fan light kits come with a 2-year warranty. ENERGY STAR ceiling fans are third-party tested for quality and performance.

With **Non-Energy Benefits**: On average, bulbs in qualified light kits **only need to be changed once every seven years**, making them convenient for hard to reach ceiling fans.

That **Customers Are Asking For**: More than 60% of Americans recognize ENERGY STAR as the symbol for energy-efficiency. Many of your retailers carry other ENERGY STAR qualified products.

*Consumers can save up to \$15 – \$25  
a year on utility bills by using a  
qualified ceiling fan and light kit.*

## How should I promote ENERGY STAR?

Consumers want to protect the environment but are often unsure of where to start. With energy prices on the rise, they also want ways to cut utility bills. ENERGY STAR qualified products help consumers do both!

**Showroom Support:** Take advantage of joint efforts between ENERGY STAR and showrooms, through ALA and other channels, to promote qualified ceiling fans and light fixtures in-store. With growing demand for energy efficient products, showrooms are looking to increase their inventories.

**Utility Support:** Many utilities across the country offer rebate and incentive programs for ENERGY STAR qualified products. Encourage sales associates to check with local utilities for incentives or visit the ENERGY STAR store locator and utility rebate finder at

[www.energystar.gov/stores/storelocator.asp](http://www.energystar.gov/stores/storelocator.asp)

**New Demands in the Marketplace:** *Increasing standards.* Several state legislatures recently introduced measures attempting to establish minimum energy efficiency standards for a variety of product categories. ENERGY STAR qualified products already meet these minimum requirements.

*Builder interest.* ENERGY STAR qualified products can help builders further differentiate themselves in the marketplace, while ensuring that customers receive high-quality products and return on their investment.

## In-store promotion ideas

Improve customer awareness and access to qualified models. Here are a few ideas to share with showrooms:

- Print and place ENERGY STAR hang tags on all displayed qualified models.
- Co-brand a poster with a retailer or lighting showroom.
- Distribute window decals for display on retailers' windows.
- Set-up an energy-efficiency display area for all of your qualified products.
- Offer sales associate training on qualified **[insert brand]** products.
- Reach a broader audience by using selected marketing materials available in Spanish.

## Which **[Insert Brand]** models display the ENERGY STAR to date?

### Ceiling Fans and Light Kits

**[Manufacturers to insert their list of model numbers here]**

**[Manufacturers to insert photo of their lighting fixture/ceiling fan here]**



**(include model name or number)**